

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. V. NEW YORK, NOVEMBER 25, 1891. No. 21.

Thanksgiving!

Don't omit the general advertiser from the list of blessings for which you should return thanks this day.

We are told that "all mankind loves a lover." Whether this be true or otherwise, all mankind should love a broad-gauge Newspaper Advertiser. Because of *his* enterprise, grit, and sagacity, many other people can use more butter on their bread.

Our part in the Advertising world is to demonstrate, as best we can, that Newspaper Advertising is a common-sense way to obtain and maintain business, and to place at the disposal of business men, our accumulated experience, capital, and organization of twenty-two years, to make their advertising efforts effectual. Correspondence invited.

N. W. AYER & SON,
NEWSPAPER ADVERTISING AGENTS,
PHILADELPHIA.

Perhaps

There is just one advertiser somewhere in
the United States who can use a full column
of display advertising once a month for one
year in the ATLANTIC COAST LISTS of
1400 Local Country Papers. Should such an
advertiser exist, the price of Ninety-seven
Hundred Dollars for the entire service
would be named him ; being about 58 cents
per paper each insertion.



*Change of Copy as often as desired. One electro-
type only is needed.*

ATLANTIC COAST LISTS,
134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol V.

NEW YORK, NOVEMBER 25, 1891.

No. 21.

ADVERTISERS AND SOLICITORS.

By Arthur E. Bowers.

(From an address delivered before the Connecticut Weekly Press Association.)

I divide advertisers into three classes:

1. Those who aim to deal direct with the publishers.

2. Those who deal wholly through general advertising agents or brokers.

3. Those who go a-shopping; that is, who get rates from publishers and estimates from advertising agents, and then buy where they *seem* to buy lowest.

Very few of the large general advertisers deal directly with the publishers. Royal Baking Powder Co. probably come as near doing so as any of those who try to follow this plan. J. C. Ayer & Co. and C. I. Hood & Co., both of Lowell, are other shining examples. All of these advertisers have thousands of newspapers and other periodicals on file, and employ scores of clerks to handle these publications, check off their advertisements and keep an exact record of proper and improper insertions. All insertions improperly given have to be repeated in proper position, free of charge, as you doubtless fully understand. In fact, it is said that these free extra insertions, if paid for at contract prices, amount to a sum, each year, on an average, sufficient to pay the running expenses of the newspaper department. This applies, of course, to such large advertisers as Royal Baking Powder Co., Hood, and Ayer.

Advertisers of this class claim to do all the work usually done by an advertising agency, in a manner far more satisfactory to them, and they always expect to be allowed the agent's commission. Some of them expect more; not a few will ask for 50 to 75 per cent discount from agent's net price, besides the finest location in the paper; and it

is rumored that a check with order to *some* country publishers occasionally decides the question in the affirmative. Not in Connecticut, of course, but away out in the untutored West, on the borders of journalistic civilization, where "a bird in the hand is thought to be worth two in the bush."

A large majority of the leading general advertisers now employ advertising agents, or brokers, because they thus avoid a vast volume of correspondence, and believe that they save money by this method; therefore, it follows that the country press must deal with these agents or go without a major part of the general advertising now being done.

Of course, every advertising agency of any prominence has customers who wish to use the country press; but it usually happens that the advertiser simply asks for an estimate on the cost of placing his advertisement in a certain number of papers, for example, published in Connecticut. The agent makes an estimate. It is accepted. The agent then carries out his contract; and, if he is faithful to his trust, he works hard to secure the greatest possible amount of advertising for his customer, consistent with a comfortable profit for himself; but, if he simply looks upon his customer as "game," a victim to be plucked, then, of course, he plucks him, and such of the country publishers as are pluckable at the same time. What methods are employed by the unprincipled agent those of you whom he has "he'd up" best know.

There's fully as much difference in advertising agents as in lawyers, doctors, merchants, or clergymen. They're *not* "all alike" (as I've heard some publishers remark), not by any means. Some are as square as any men in any calling or profession.

Others are full of tricks and quibbles. The same is true of men in all other branches of business. A safe

rule is not to allow the same trickster to trick you twice. Just as well to have him crossed off your books, and notify him of the fact as soon as he makes his second attempt.

Advertising agents have multiplied to such an extent during the past five years that competition has become very fierce, and to this competition is largely due the fact that they now very commonly divide their commissions with the advertisers. This same competition has led many agents to contract to place business for large, and sometimes even for small, customers, for a small percentage above net cost, thus effecting a division of the commission very favorable to the advertiser. A big commission nowadays is usually considered an admission by the publisher that he has fixed his advertising rates too high; and nobody but the advertiser is likely to benefit by a big agent's commission. Thirty-three and one-third per cent is too high; even 25 per cent is rather too high, even for a country weekly, which seems to run to abnormally large commissions. Twenty per cent is enough—just about right for the average country newspaper. Twenty per cent will not be very heavily divided by the agent. This advice to pay 20 per cent commission is given on the supposition that your advertising rate is a just one—just to the agent, just to the advertiser and just to yourself.

The advertising agent has become a fixture—a middleman, who will continue to exist and flourish or fade away, according to his just deserts, as long as our present economic system calls for middlemen; perhaps until Bellamy's nationalistic millenium wipes out all middlemen, including even the independent and fearless publisher of the American local newspaper. Therefore, if you care for much foreign advertising, you must deal with the advertising agent. But by no means must you allow the advertising agent to dictate the price you shall receive for this foreign advertising. Have a fair price, not a prohibitory one, and then stick to it. Like "Davy" Crockett, "Be sure you're right; then go ahead." Return all checks drawn at unfair prices.

The most desirable country papers are essential to advertising agents; and only the very desirable, the leaders, can be rightly deemed essential. The leading agents always have some

customers who make up their own lists of papers that must be used (at a fair price); therefore, aim to make yours a paper that such advertisers are likely to insist on using, and your paper will thus become essential to the advertising agent.

If a perfect combination were possible, no doubt the income of the country press of Connecticut from foreign advertising might be somewhat increased; but there are usually so many weaknesses in such a combination, almost sure to develop into weakness, that I believe such an attempt little better than a waste of valuable time and energy. Besides, how would you go about to decide what rate each paper ought to make and stick to?

Above all other qualities, the advertising solicitor should possess *tact*. He should be a student of human nature. If he is enthusiastic and magnetic, as well as tactful, he's almost certain of success. He should be both a good talker and a good listener. Sometimes he should lead the conversation, at other times, follow. He should be persistent, but not offensively persistent. He should be "chock-full" of ideas on advertising, able to write up a taking advertisement, and to suggest improvements in the wording and general style of his customer's announcements. Something more striking, something novel, something unique, some changes that will carry conviction to the advertiser's mind. Helpful suggestions will make you the advertiser's friend and ally, and he will finally come to look forward to your visits with pleasure. If the solicitor finds the advertiser right in the midst of his morning mail, or fairly overwhelmed with a rush of business, let him decide that "discretion is the better part of valor," move on to his next customer, and return to his extra-busy friend at a more opportune time. A tactful solicitor will meet with no rebuffs, but will secure all the advertising that his publication deserves to carry.

The country weekly should cater to the home advertiser. The home advertiser should be his chief reliance and should be entitled to a reserved seat. The foreign advertiser should be looked upon as a sort of interloper, also entitled to a choice place, if he pays for it; but not to be almost dead-headed in and then given a seat on the platform.

The business outlook for '92 is

bright, so bright that, if all signs do not fail, the spring of 1892 will see the Western farmer in a happier frame of mind than for many seasons past; his mortgage paid off in full or in large part; money more plenty in all parts of the country, and Americans more than ever convinced that America is the garden of the world.

I spent nearly all of September and October in the West in the interests of my three specialties, *Rural New Yorker*, *American Garden and Housewife*. Never before were agricultural fairs so heavily attended. Never before have the farmers everywhere in the West seemed so happy and so hopeful. Never before have the crops of wheat and corn risen to such proportions, and not for several seasons has there been promise of such high prices for standard grains. The full effect of all these favorable conditions will not be felt, it is said, until towards next spring, because every farmer who is not obliged to sell at once is holding his grain for the higher prices prophesied for next spring. This fact is said to account for the fact that business, so far this fall, seems to be not a whit better than it was last fall.

Let us hope that the good times so confidently expected will materialize, and that the advertisers and publishers, as well as the advertising agents and farmers, will revel in big crops and good prices.

"THE UNLETTERED MUSE."

By Chas. L. Benjamin.

Next to London *Punch* I know of nothing so dismally amusing as the obituary columns of the Philadelphia *Public Ledger* and Washington *Evening Star*. Not that there is anything funny in the death notices themselves, but these two papers, with the Baltimore *Sun*, and one or two other journals that are old enough to know better, persist in allowing a bereaved relative to desecrate the memory of the departed by publishing a lot of doggerel in connection with the funeral announcement—a sort of humble "In Memoriam," that "with uncouth rhymes . . . implores the passing tribute of a sigh."

Here is a shining example of this sort of verse, clipped from the Washington *Star*:

L—E. On Friday, September 25, 1891, at

1 p. m., Margaret L—e, widow of the late T. J. L—e.

May she rest in peace.

I met the kind sister while out on my way,
I asked her how mother was feeling to-day,
With a tear in her eye and her brow sadly cast,
She said your dear mamma is sleeping at last;
Her pulse has ceased and her heart beats no more,

But her soul has gone to its heavenly shore;
She who would meet me with joy at the door,
She who would comfort me when sick and sore,
She who would cheer my poor heart when it was sad,

You see my mamma will never more make me glad,

For she has gone from this earth to the mysterious shore,

From whence none return, I will never see her more.

BY HER SON.

Here is one from the *Ledger*, the italicized word in the sixth line being evidently a misprint:

B—D. On October 20, 1891, William J. B—d, aged 74 years, of 1948 North Third street.

Our dear father is dead,

We loved him too well;

A true and loving husband

Has gone to heaven to dwell.

He bade us not to mourn for him

When he was pillow low;

After a long spell of sickness,

Christ called on him to go.

One cannot help wishing, after reading this, that the parting injunction against mourning had been extended to include the publication of obituary verses as well.

The following, to judge from the signatures they bear, are the results of collaboration:

B—R. Suddenly, on October 15, 1891, at 6.35 p. m., Sophia Elizabeth, only daughter of Henry and Mary B—r, aged 10 months and 21 days.

The little crib is empty now,

The little clothes laid by,

The mother's hope, the father's joy,

In death's cold arms doth lie.

BY HER PARENTS.

K—T. On Thursday, November 5, 1891, at 7.30 p. m., Martha E., beloved wife of John H. K—t, aged 34 years.

Mother has left us for a brighter sphere,
We know she is safe from all trouble and care;
Father, children and friends will mourn her loss,

But God's will must be done, and we will bear the cross.

BY HER CHILDREN.

L—N. On October 4, 1891, in Anacostia, D. C., at 10.30 a. m., of brain fever, after an illness of two days, William A., beloved and only son of Thomas J. and Caroline L—n, aged 5 years and 8 months.

Is there a sorrow seen greater than this,

Knowing to-day we press our last kiss?

Bear away gently our darling son to rest;

Father in heaven, in Thee we must trust.

BY HIS PARENTS.

Little Willie was our darling,

Pride of all our hearts at home,

But an angel came and whispered,

Darling Willie, do come home.

BY HIS SISTERS.

Let the reader picture to himself "Willie's" bereaved family pausing in their grief to write such doggerel as this, and then let him pass on to "Aunt Ella's" contribution:

H—S. On the morning of September 22, 1891, Miss Mattie H—s, oldest daughter of John W. and Susan R. H—s, aged 17.

One we loved has left our number
For the dark and silent tomb,
Closed her eyes in deepest slumber,
Faded in her early bloom.

BY HER AUNT ELLA.

It is to be regretted that even in obituary "poetry" plagiarism is not unknown. Thus we find in the *Star* of October 9th, this:

B—S. On Thursday, October 8, 1891, Louis D., beloved son of Levi T. and Mary C. B—s, aged 13 years and 10 months.

Dearest Louis, thou has left us,
And thy loss we deeply feel,
But 'tis God who caused our sorrow,
He can all our sorrow heal.

BY HIS PARENTS.

And in the same paper, eight days later, the following:

B—R. On Friday, October 16, 1891, at 7 a. m., Mrs. Amelia B—r.

Dearest mother, thou has left us,
We thy loss most deeply feel,
But 'tis God who caused our sorrow,
He can all our sorrow heal.

BY HER DAUGHTER.

In subsequent issues of the *Star* appeared similar expressions of grief and resignation addressed to "Dearest Mamie," by "Her Mother"; "Dear Grant," by "His Nephew," and "Dearest Sister," by "Her Brother-in-law."

A favorite verse for use in connection with a child's death is:

A loved bud, so young and fair,
Called hence by early doom,
Just came to show
How sweet a flower
In Paradise can bloom.

This, with some original additions, has been adapted in the following:

T—S. Suddenly, on September 25, 1891, Willie, beloved son of A. G. and Alice S. T—s, aged 6 years and 7 months.

This lovely bud, so young and fair,
Called hence by early doom,
Just came to show how sweet a flower
In paradise could bloom.

Six soft summers had passed o'er him,
Summers robed in joy,
Every prospect smiled before him—
Happy little boy.

Willie's mission here is ended.
Willie's going in the grave,
Thither has his soul ascended—
Jesus died to save.

BY HIS PARENTS.

Here is one in which the note of

resignation seems to be mingled with that of jealousy:

M—D. Departed this life September 26, 1891, at 5.30 p. m., James T. M—d, beloved husband of Maggie M. M—d, aged 31 years, 1 month and 14 days, leaving one child.

From sickness, pain and sorrow,
My darling husband free;
I could not give him up, dear Lord,
To any one but Thee.

BY HIS WIFE.

Judging from the frequency with which it reappears, the following is the most popular of all stock obituary verses:

E—N. On the 14th inst., John E—n. Afflictions sore long time he bore,
Physicians were in vain,
Till God at last did hear his moans
And eased him of his pain.

Seldom a week passes that this does not appear, sometimes slightly altered by the substitution of "sickness" for "afflictions," or "did call him home" for "did hear his moans," but never without the unfeeling allusion to the inefficiency of the medical profession. Some one, long ago, wrote a parody upon it, entitled, "An Epitaph on a Locomotive," which ran as follows:

Collisions sore, long time it bore,
All signals were in vain;
Grown old and rusted, the b'iler busted,
And smashed an excursion train.

Whether this accident furnished further subjects for obituary verses, deponent saith not.

SHOPKEEPERS' ADVERTISEMENTS.

HOW THEY MIGHT BE IMPROVED.

By N. A. Lindsey.

What advertising is everybody knows, but who knows how to define it? It eludes definition.

I have before me the dicta of several clever writers, not one of which I find to be wholly satisfactory, because neither touches what I deem the heart and pith of the matter—to wit, the creation of wants. "To publish with a view to sale or recovery," "to make the name and business of the man familiar," "to bring buyer and seller together"—these are lucid phrases, but fall short of the mark. For is not the crowning glory of successful advertising the making of a buyer out of one who did not want the goods until he read about them? If this idea is correct, won't somebody please crystallize it into a telling phrase.

Last week I served notice of my intention to inquire further into the sub-

ject of retail newspaper advertising. Having set forth to some extent what it ought *not* to be, I crave the opportunity now to say a little upon the positive, the constructive side. It is all a matter of opinion. I make no claim to finality. I only say that such opinions as I have arise from practical experience, and therein all their value lies.

Starting with a premise already given that a chief end of advertising is the artificial creation and stimulation of wants, I adduce for the benefit of my friends, the retailers, the following propositions:

1. Don't occupy more space in a newspaper than you can fill. A small advertisement, crisp and fresh, is better than a column or two grown stale. Change often.

2. Don't be satisfied merely to "catch the eye." 'Tis true, Addison pronounced that to be "the great art in writing advertisements," but as great a one is to *hold* the eye after it is caught and thereby get the attention. The dominant line, the catchy first words, must not, of course, be undervalued, only they are not all-sufficient.

3. Make your advertisements readable. You can't do it with poster type, set in double measure. Try the single column, which experience proves a span most agreeable to the eye. Avoid too many display lines. Drop all your superlatives and half your capital letters. Barnum's manner is well enough once a year—for a circus.

4. Cultivate style—not fine writing, not big words, but plain, direct Saxon speech, shorn of both slang and tinsel; plain enough for the simple, good enough for the refined, as Shakespeare is and the Book of Job.

5. Secure a special place in your newspaper and run your advertisements in it regularly. Get people in the habit of looking there for them. The value of a special position depends very much upon the make-up of the paper, and also upon the kind of goods you are advertising. Top of column next to reading matter is not the best position for every advertisement, or in every newspaper. Millinery on the financial page and plug tobacco next to the fashion column are incongruous.

6. Never exaggerate. Tell your little story in a modest, friendly way, and don't promise more than you can perform. Aim to create an impression of

candor and fairness. Describe your goods but don't overpraise them. Pay no attention to your competitors. Above all, don't be forever asking the public to buy, like an "old clo'" man. It is enough that you have goods to sell. That you want buyers goes by inference.

7. Acquaint yourself with type so as to use it effectively. Consider the value of plain Roman in broken paragraphs as compared with the ordinary display. Plenty of people will declare that such and such a book *looks* interesting from merely glancing at it, simply because it is full of conversational matter and broken lines. Take the hint and make your advertisement look interesting by introducing a sufficiency of open space. Ample white space top and bottom of an advertisement is a great help sometimes.

8. Troll your readers along from one short paragraph to another. There are various ways of doing it. One way is to set the several paragraphs of the same advertisement in different "measures" or lengths of line. A sudden change to a larger or smaller type is often agreeable and effective. The firm name set extremely small is a useful variation.

9. Advertise one thing at a time. Make a distinct impression. Don't catalogue your wares. The man who read the Dictionary through complained that he couldn't remember much about it. A good many advertisements are similarly confusing.

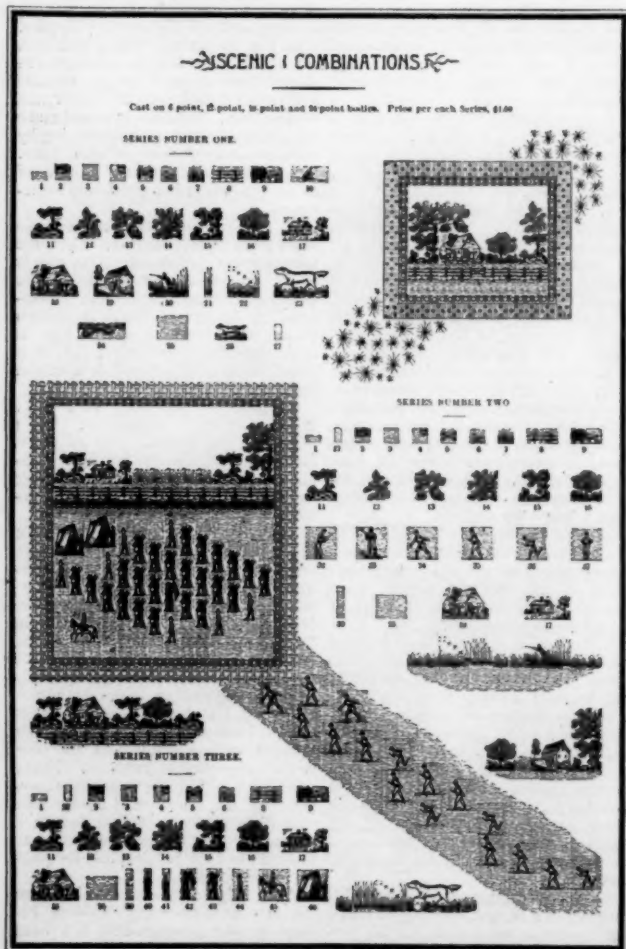
10. Be versatile. Don't run in a rut. Don't try to. True, there are dealers who have adopted and popularized some odd forms of advertising, but for most of us variety is better. Mannerisms soon wear out—even in "experts." The moon would be less interesting were it always at the full.

These suggestions might be multiplied, but I forbear. I do not know that I have said one new word, or brought forth a single idea that was not already common property. Never mind! A good thing will bear resaying. Of this, however, I am certain: that retail dealers would be benefited by putting most of these precepts into practice, and the printers and the public would be glad.

As to originality, where is it? Are the autumn leaves less brilliant because greater gorgeousness has been seen before?

WHAT CAN BE DONE WITH TYPE.

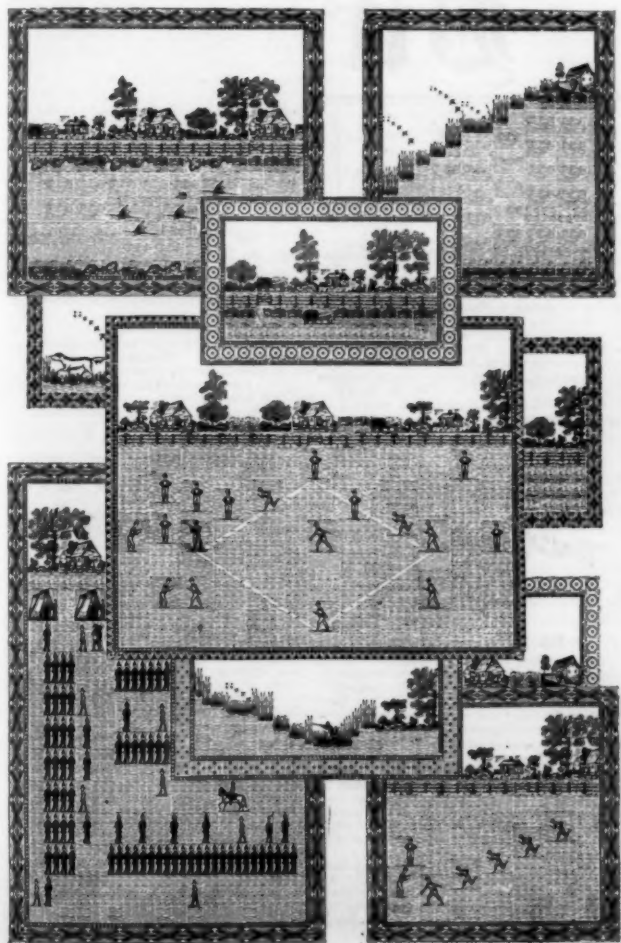
The reproductions of "scenic combinations," given herewith in reduced fac-simile from the specimen book of possibilities of type. The little



pictures of rural scenes, base ball players, soldiers, etc., it will be observed, have been constructed entirely from the type faces shown in the different series. These are capable of being combined in many ways.

Advertisers will find the newest type-foundry specimen books not only inter-

esting, but valuable. They abound in borders, ornaments and faces of type not to be found in most printing offices. With these books at hand the advertiser will be able to produce new effects, and at the same time give his job printer a good deal more trouble than he now succeeds in doing.



AN IMPORTANT QUESTION SETTLED.

THE SATURDAY BLADE,
THE CHICAGO LEDGER,
CHICAGO, November 14, 1891.

Editor of PRINTERS' INK:

In order to finally settle the dispute between you and Mr. W. W. Hallock, as to whether I am twenty-five or forty-five years old, I inclose a photo from the birth-page in our old family Bible. In court such "proof" (trade marked)

We think not; and our conclusion was, we think, well emphasized when we consented to pay you double the amount for advertising the coming year than we have the present one.

With best wishes, we remain,

Truly yours,

THE GANNETT & MORSE CONCERN.

Dictated by W. H. Gannett.

BEST PAPER IN KANSAS CITY.

Messrs. Geo. P. Rowell & Co.:

In your Book for Advertisers you publish a Best List—"the newspaper in each place that gives the advertiser the most for his money." On page 90 of that book I find the *Journal* named for Kansas City. It is my impression that there are two others either of whom are better entitled to be selected. I think you ought to investigate this in the interest of

FAIR PLAY.

PRINTERS' INK will be glad to have information on this subject. The Best List is said to be subject to constant revision. By reference to rate cards it would appear that for inserting an advertisement one year, occupying one inch of space, the *Journal* charges \$125, the *Times* \$382.20, and the *Star* \$655.20.

PRINTERS' INK PRESERVED ITS HONOR BECAUSE ITS PRICE WAS HIGH.

THE MAYFLOWER,
Published Monthly by JOHN LEWIS
CHILDS.
Circulation over 200,000 Copies of
Each Issue. Has subscribers all
over the world.
FLORAL PARK, N. Y., Nov. 13, 1891.

PRINTERS' INK, No. 10 Spruce Street, N. Y. City:

GENTLEMEN—I enclose an article which I believe will be interesting to the readers of PRINTERS' INK, and PRINTERS' INK is the proper place for it to appear.

I enclose a stamped and addressed envelope, and if for any reason the article should not be acceptable to you, kindly return it by registered letter. Yours truly, E. C. VICK.

HYPOCRITE!

PREACHING ONE THEORY AND PRACTICING ANOTHER.

In months past PRINTERS' INK has repeatedly shown the injustice of a publisher's charging one advertiser a high rate for advertising (because the advertiser happened to be willing to accept the publisher's terms) and then charging another advertiser (more of a Shylock than the first) a much lower rate for his advertisement—PRINTERS' INK taking the stand always that advertising space should be sold at a fixed price, serving all alike, the justice of which every fair-minded publisher and advertiser will acknowledge.

But lo! what do we now behold?

The writer recently made a contract with PRINTERS' INK for a half-page advertisement, to be inserted every other week for one year, at the publisher's regular rate. The advertisement appeared but twice when the publisher boldly announced in his columns that, for all advertisers ordering space now in PRINTERS' INK for the year 1892, he would insert their advertisements free for the balance of the year 1891—something like nine weeks!

Bir

*Born to David and
Margaret J. Boyce, June
16th, A. D. 1858, at Ann,
William Diebm Boyce*

would be considered conclusive evidence. The communication of Mr. H. last week was made, of course, subject to the usual discount of twenty-five per cent. Your humble servant, if the Bible be true, was thirty-three years old last birthday. Possibly Mr. H. has the 350,000 circulation of the *Saturday Blade* and *Chicago Ledger* in his mind. Yours, respectfully,
W. D. BOYCE.

HE KNOWS BECAUSE HE HAS TRIED IT.

THE GANNETT & MORSE CONCERN
PUBLISHERS OF "COMFORT,"
— AUGUSTA, —
MAINE.

November 7, 1891.

Geo. P. Rowell & Co., New York, N. Y.:

GENTLEMEN—We hereby send you a list of names of advertisers to add to those already presented, to make out 1,300 subscriptions to PRINTERS' INK, for which contract has been made authorizing you to furnish them at our expense for the fifty-two weeks of 1892. Certainly your valuable journal is an indispensable help to the busy man.

Not only have we derived great mental benefit from sitting under the teachings of "The Little Schoolmaster" the past two years, but we can but feel that the weekly visits to its 40,000 subscribers have been a great factor to us in making *Comfort* so well known to business men.

The question arises: Could *Comfort* have obtained its 300 yearly customers, which is a solid guarantee of "over one hundred thousand dollars' worth of advertising for the coming year," without the aid of your valuable medium?

Great Caesar's ghost! Is this the publisher of that champion of advertisers' and publishers' rights, PRINTERS' INK? Will he, the publisher of the publication which has demanded justice and right to all, take money from one advertiser and publish the advertisement of another "without money and without price"?

Consistency, thou art indeed a jewel!

And this is not all.

The regular rate for advertising in PRINTERS' INK is \$100 per page for one insertion. The writer called on the manager of PRINTERS' INK and offered an unobjectionable two-page advertisement, to be published in the middle of the paper, ENTIRELY ACROSS both pages. This being an unusual advertisement and to occupy space usually taken as the editorial page, the matter was referred to Mr. Rowell. I called on Mr. Rowell this morning (November 12th) and explained just what was wanted, stating that the advertisement, to be displayed as desired, must run across both pages, leaving no white space between them, this being the object of securing the middle of the paper.

Mr. Romer, the editor, was called in, and said there was no objection to moving the editorial page forward and to give my advertisement the place desired, whereupon Mr. Rowell broke forth with the announcement that the price would be \$1,250. I do not know what the \$50 was for, but Mr. Rowell picked up a Newspaper Directory lying near at hand and explained that the balance of the price he had named was because he had "never taken an advertisement on the back of the Directory, and probably would not accept one for \$20,000," though I have no use for the Directory at just that figure (Mr. Rowell must have an immense opinion of me), and I may add that up to the time of Mr. K.'s explanation it (the Directory) had had no part in our thoughts or conversation.

Mr. Rowell also added, that to the next man who wanted the space I was trying to secure he might be willing to sell it for half the price he had named me. (Just see how my looks are against me). Don't all speak at once for the space! I don't like to have any one buy space for half what I pay, so I declined the offer.

After my very satisfactory conversation with Mr. Rowell I strolled up to the office of *Art in Advertising*, quietly handed Mr. Brown copy and cuts for the ad., told him where I wanted it, in the very center of *Art in Advertising*, across two pages in the December number at regular rates for two pages, for which Mr. Brown politely said, "Thank you." See the dif.?

E. C. VICK.

The case is this: Mr. Vick wanted the advertisement of the *Mayflower* to appear as he states, and offered to pay \$400, which is double the regular rate charged for two pages of advertising in PRINTERS' INK. Mr. Rowell expressed a disinclination to accept the advertisement at any price for the position talked of, but after consulting with Mr. Romer finally decided to insert it once for \$1,250, saying at the time that he didn't think it would be worth it. Such an advertisement would be a new thing, and it occurred to Mr. Rowell that after it had appeared it might seem so unobjectionable as to cause him to be willing to repeat the insertion for half the price

named, or perhaps for even less. He also added that he might not be willing to insert again for double the price, or for any price.

He then took occasion to ask Mr. Vick if he was not in the employ of the *New York Ledger* at the time that paper offered \$5,000 for the insertion of forty-two words in a special position in the *American Newspaper Directory*. Mr. Vick said he was, and that he recommended the offer. That part of the conversation naturally led to other remarks on the subject of the Directory. Every man likes to talk about his own baby.

PRINTERS' INK will send out and buy a copy of the publication in which Mr. Vick's advertisement is to now appear, but does not at all suppose that that act will double its circulation.

Mr. Vick's point that shortly after a half page of PRINTERS' INK had been bought for the use of the *Mayflower* every other week for a year, the publishers of PRINTERS' INK issued an offer to give free insertions for the balance of 1891 for all advertisements ordered for the full year 1892, is perhaps well taken; and, in consideration of his argument, it has been decided that if the advertisement of the *Mayflower* shall be continued until the end of 1892 no charge shall be made for the November or December issues.

PRINTERS' INK is very much obliged to Mr. Vick for his communication. It makes, to use a slang phrase, a "bang-up" circular to express the principles of PRINTERS' INK at this time, when it is putting forth unusual efforts to secure as many yearly orders as it ought to have during the coming year, previous to its usual advance of rates, which is likely, judging by times past, to put a quietus on every new man's ambition for a yearly contract.

It is told of the manager of a colored funeral that he, on one occasion, invited a person who was not related to the corpse to take a seat with the mourners, and when called on afterwards for an explanation said that he "did it for symmetry." This action of the judicious colored man is referred to the attention of Mr. Vick. It would perhaps explain what the additional \$50 was for.

Miss De Pretty—I was out riding to-day with Mr. Swellhead, the editor of the *Hightone Magazine*.

Poor Author (rival suitor)—Did he pay for the rig in postage stamps?—*Good News*.

A GOOD TIME TO ADVERTISE.

It is generally admitted that the prosperity of this country depends upon the ability of the agricultural classes to spend money, and whether they spend money or not depends upon whether they have it to spend. Last year the total value of the cereal crops marketed by the farmer was four hundred and fifty million (\$450,000,000) dollars, as gathered from the most reliable sources. From very conservative estimates the wheat crop this year will, at Chicago prices, amount to six hundred and fifty millions, and allowing twenty (20) per cent for carrying same by the railroads, will leave the farmer net for wheat alone the sum of five hundred and twenty million (\$520,000,000) dollars. Corn last year sold in Iowa at the railroad station at fifteen cents a bushel. To-day it is selling at forty cents up, and this crop is nearly one-third larger than last year. A large proportion of the corn crop is retained for stock and home uses, but it is believed that the amount shipped will net the farmer more than the wheat crop, as the proportion of corn to wheat is about four to one; so, not counting for all the other crops, the farmer will net without question over a billion dollars, all in cash.

The conditions that existed in the years of 1879 and '80 now exist, only in a greater degree. We have a larger surplus of cereals, while Europe has a greater shortage. Their stomachs must be filled, and we have the wherewithal to fill it, for a consideration.

The four hundred and fifty millions that the farmer received last year and spent for his necessities he will also spend this year for the same purpose, but the surplus of five hundred and fifty millions which he did not have last year but has this, he will also spend for such comforts or luxuries as he may think he needs or wants.

This money will go into all channels of trade, into the pockets of the great public, who will in time spend it in true American style, by adding to the comforts of home and buying those articles that they think they want.

If there ever was a time in the history of this country when the opportunity offered for the advertiser to make the great public want his goods, it is now, for to want them is to buy them, as the public will have the money to do so.

J. WALTER THOMPSON.

WANTS.

Advertisements under this head 50 cents a line

WANTED—Immediately—Competent party to introduce a charming Christmas Novelty through agents. St Louis, Mo., Box 396.

WANTED—An experienced Advertisement Solicitor for an established trade journal. Address "A. A.," *PRINTERS' INK*, New York.

WANTED—Partner with \$2,500 for Democratic paper at State capital. Address "BROKER," Lock Box 169, Clay Center, Kans.

A FIRST-CLASS Advertising Solicitor wanted on a prosperous trade paper. Address "SOLICITOR," care *PRINTERS' INK*.

I WANT NOVELTIES—staple articles—to sell through my agents in the South. Mfgs. Jobbers. Send Catalogue. WM. B. CRAGG, Washington, D. C.

CANVASSERS wanted to secure subscriptions for *PRINTERS' INK*. Liberal terms allowed. Address Publishers of *PRINTERS' INK*, 10 Spruce St., New York.

PRINTERS—Read "THE AMERICAN ART PRINTER." Best Printers' Magazine published. 35 cents a copy; \$2.00 per year. Monthly. C. E. BARTHOLOMEW, 22 College Place, N. Y.

WANTED—Owner of \$5,000, to engage with practical newspaper man now publishing weekly in supplying 300,000 people with daily. Address "OHIO," care *PRINTERS' INK*.

ANY PERSON wishing to sell a proprietary article of established value may address "T. F. K.," P. O. 672, New York. An article calculated to be sold through the mails would be most desirable.

WANTED—Good all-round newspaper man on Sunday paper. Must be good writer and solicitor, with understanding of printing business. Send references, experience and wages. *THE COURIER*, Lincoln, Neb.

WANTED—Wide-awake men (solicitors, printers and others) to follow my plans on original "advertising schemes." Last week one idea netted me \$60.00. This week something equally novel will clean up over \$100. Have worked Cal. with unfailing success, but am interested in something even better—so will send full information, samples and "pointers" (guaranteeing success, anywhere, by my methods), for \$5.00. No better time. Delays are dangerous. Will answer queries (inclosing stamp), but prefer cash. Bank references, if desired. F. WOOD, Phoenix, Arizona. (N. B.—I have nothing to sell but "ideas.")

FOR SALE.

Advertisements under this head 50 cents a line

SEND for Premium Catalogue. *EMPIRE PUB. CO.*, 28 Reade St., N. Y.

THE FLINT \$3 PANTS CO., Flint, Mich. Custom \$3.00 Pants \$2.60 THIS MONTH.

SEND for catalogue, Handsome Illustrations for papers. Am. Illustrat. Co., Newark, N. J.

FOR SALE—A first-class newspaper and job office. "BROKER," Lock Box 169, Clay Center, Kans.

BEST paying daily and weekly paper in South Eastern Dakota. Address "X.," care *PRINTERS' INK*.

PAYING daily paper in growing Southern city. S. B. HUTCHINGS, 179 Elm St., Cincinnati, O.

SPLENDIDLY equipped Newspaper and Job Office for Sale—cheap. Terms cash, or good security. Address Box 496, Florence, Ala.

STIMULATIVE—Ceylon Tea the best; 1-lb. package, mail or express (prepaid), Choice 75c., Finest \$1.00. Ceylon Tea Co., St. Paul, Minn.

3,500,000 NAMES—HEADS OF families secured during 1890-'91; price reasonable. Address T. ALTHUR JONES, care *PRINTERS' INK*.

FOR SALE—PLANT doing Composition and Electrotyping; publishes a weekly paper; lots of advertising; job department; presses; it costs too much to say more; write and we will tell you all about it. "G. P.," *PRINTERS' INK*.

ADDRESS RAILROAD RECORD, Atlanta, Ga. —Headquarters of 5,000 miles of railroads; Paper and well-equipped Printing Office; half interest, with management, or all; account of retirement of manager; truly valuable property; low.

\$2,500 BUYS half interest, management and absolute control of company publishing Daily and Weekly Newspaper in Northwest Canada. Favorable terms. *CANADIAN*, in care of Miller & Richard, Toronto, Ont.

CLOTHIERS and Dry Goods Dealers have ordered 151,000 of our World's Fair Illustrators during the last four weeks. A great hit in advertising. Send stamps for samples and prices. GRIFFITH, AXTELL & CADY CO., Embossers, Holyoke, Mass.

ADVERTISERS and Printers, Attention! Column cuts of prominent men, addresses, initial letters, newspaper cuts, &c., for 15 cents. Stamps for catalogue of 1,000 samples issued monthly. *CHICAGO PHOTO-ENG. CO.*, 155 Madison St., Chicago, Ill.

FOR SALE—Plant and good will of best weekly papers in Connecticut. Circulation over 5,000. Plant complete. Good run job work. \$3,000; cash. "ILL HEALTH," care PRINTERS' INK.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty three words and send it, with two dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

WE HAVE A HERRING SAFE that has been in use for twenty years, originally cost \$900; also a Marvin Safe, ten or twelve years old, with burglar-proof compartment, cost \$800. Both of these safes are large and first class, and good as new. Will be sold on favorable terms. Address GEO. F. ROWELL & CO., 10 Spruce St., N. Y.

FOR SALE—1 four horse power Otto Gas Engine. Fine condition. Just overhauled. 1 Stommetz Folding Machine. Four folds. Does good bookwork and excellent newspaper work. Size, 36x50. 1 Self Clamping Cutter, Eschlenker patent. Built by Howard Iron Works, Buffalo, N. Y. Size, 34 inch. 1 Double cylinder Hoe Press, two years old. Fine condition. Bed, 55x31. This machinery will be sold in bulk or in part. Great chance for some one desiring to fit up an office. Address L. L. THOMPSON, 1430 Pa. Ave., Washington, D. C.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

G RIT.

V AN BIBBER'S.

S POKANE SPOKESMAN.

F ASSETT IS STILL IN IT.

L EVEY'S INKS are the best. New York.

P OPULAR EDUCATOR, Boston, for Teachers.

A GENTS' HERALD, Phila., Pa. 15th year. 80,000 monthly.

T HE GRAPHIC, Chicago, "the great Western illustrated weekly."

B OSTON HOTEL GUIDE is the only hotel paper in New England. 9c.

T HE GRAPHIC, Chicago—Most value at least cost to advertisers.

L OUISVILLE COMMERCIAL pays better than any other Louisville Daily.

A GENTS' names \$1 to \$10 per 1,000. **A** GENTS' HERALD, Phila., Pa.

F OR TIRED, WEARY BRAINS, take BROMO-SELTZER. Sold everywhere.

D EWHEY'S CANADA LIST (Co-operative). D. R. DEWEY, Hamilton, Canada.

P UT IT IN THE POST." South Bend, Ind. Only morning paper in Northwest Ind.

L ARGEST DELIVERED DAILY circulation in Connecticut—NEW HAVEN NEWS.

20,000 People read the Youngstown (O.) SUNDAY NEWS. Get our rates.

H IGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

W HAT does the Bible say about politics? CHRISTIAN PATRIOT, Morristown, Tenn.

S AN FRANCISCO CHRONICLE is the leading newspaper of the Pacific Coast, and has the largest circulation.

P ATENTS FOR INVENTORS; 40-page book FREE. W. T. FITZGERALD, 800 F St., Washington, D. C.

\$1.50 FOR 5 LINES 36 days. Display ad. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circ'n, 4,500.

T O thoroughly cover Kansas, use THE KANSAS WEEKLY CAPITAL, the leading farm and family newspaper of the State.

T HE ADVERTISER'S GUIDE, 18 pages, full edition, mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

I NGALLS' HOME AND ART MAGAZINE is a LADIES' MAGAZINE. 25,000 monthly. Address J. F. INGALLS, Lynn, Mass.

O UR RATES are so low (10c.) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

D IRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

T HE AMERICAN NONCONFORMIST represents the Alliance and Farmers' side. Proves circulation exceeding 35,000. Advertising solicited. Indianapolis, Ind.

M EDICAL BRIEF (St. Louis) has the largest circulation of any medical journal in the world. Absolute proof of an excess of thirty thousand copies each issue.

P APER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of PRINTERS' INK.

T HE SATURDAY BLADE, Chicago, \$1.00; YANKEE BLADE, Boston, 75c.; WEEKLY BLADE, Toledo, 75c. For the three BLADES one year \$48.25 per line. STANLEY DAY, New Market, New Jersey.

I CAN SEE THROUGH IT, CAN'T YOU?—If not, advertise in THE MEDICAL HERALD. TEN YEARS THE LEADER in THE WEST and SOUTH. For rates address CHAS. W. FASSETT, Bus. Mgr., St. Joseph, Mo.

U PON application, we will send any newspaper or periodical copies of our publications for review and notice. Address F. H. LEAVENWORTH PUBLISHING CO., publishers of THE INDICATOR, Detroit, Mich.

T HE GREAT MEDIUM for the South and West, BELFORD'S MAGAZINE, monthly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

D ENVER, Colorado.—Geo. F. Rowell & Co. of New York in their new BOOK FOR ADVERTISERS name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the DENVER REPUBLICAN.

O F the 307 newspapers and periodicals published in Connecticut in 1891, the HARTFORD TIMES stands at the head in point of circulation. The American Newspaper Directory rates it the highest by several thousand. It is undeniably the newspaper in Conn. for the advertiser seeking best results. A popular family newspaper.

T HE AGE-HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address THE AGE-HERALD COMPANY, Birmingham, Alabama.

W HY NOT OWN an Illustrated Newspaper to advertise your business? Did you know it could be done at moderate cost? Particulars and samples free to any responsible firm. PICTORIAL WEEKLIES CO., 28 West 23d St., New York. Mr. GIBBS, of the National Cash Register Co., says since publishing their own paper, "THE HUSTLER," their business has increased 300 per cent.



Now There Are But Six.

Since the offer was published of gratuitous insertions for the remainder of the year 1891 of all advertisements to appear in every issue of PRINTERS' INK for 1892, the following yearly orders have been received:

American Farm News, Akron, O., 20 lines, - - - -	\$520 00
Comfort, Augusta, Me., one half page, - - - -	2,600 00

**These were sent in in time to get
NINE FREE INSERTIONS IN 1891.**

D. R. Dewey, Hamilton, Ont., two lines, - - - -	\$52 00
Roy V. Somerville, New York, one-quarter page, - - - -	1,300 00
Brockton, Mass., Enterprise, two lines, - - - -	52 00

**These were in time to secure
EIGHT FREE INSERTIONS IN 1891.**

South Bend, Ind., Morning Post, two lines, - - - -	\$52 00
E. C. Allen Publishing Co., Augusta, Me., one-quarter page, - - - -	1,300 00
Popular Educator, Boston, Mass., two lines, - - - -	52 00
W. E. Skinner, Boston, Mass., two lines, - - - -	52 00
W. D. Boyce, Chicago, Ill., one-half page, - - - -	2,600 00
Grit, Williamsport, Pa., two lines, - - - -	52 00

**These were in time to secure
SEVEN FREE INSERTIONS IN 1891.**

M. Plummer & Co., New York, four lines, - - - -	\$104 00
Empire Publishing Co., New York, two lines, - - - -	52 00
Religious Press Association, Philadelphia, one-quarter page, with special position, - - - -	1,625 00
American Illustrating Co., Newark, N. J., two lines, - - - -	52 00
Goldthwaite's Geographical Magazine, New York, four lines, - - - -	104 00
Rural New Yorker, N. Y., one-quarter page (e. o. w.), - - - -	650 00
Illustrated Weekly, Topeka, Kan., three lines, - - - -	78 00
Christian Advocate, N. Y., one-eighth page, - - - -	650 00
Boston Hotel Guide, two lines, - - - -	52 00

**These were in time to secure
SIX FREE INSERTIONS IN 1891.**

It is an axiom in medicine that the smallest dose that *will do the business* is the best. In 1891 PRINTERS' INK has had annual contracts for six full pages at prices ranging between \$2,600 and \$5,200, according to position. The paper has carried too much advertising during 1891, and has been too large in consequence. When a man cannot read PRINTERS' INK all through in fifteen minutes it is too large. PRINTERS' INK does not expect more than three annual page contracts for 1892 (it has not secured one yet), and although it guarantees a circulation of 50,000 copies, and intends to have an average issue of 60,000, its publishers hope that the size of the paper may frequently be kept down to sixteen pages.

"It is a question whether it would be better to make the paper bulky and take advertising cheap, or to keep it small and charge a higher price. What is your opinion?"
"I would most decidedly prefer to pay the higher price and have the advertising limited."
—*Extract from a Report of an Interview with a Special Agent.*

It may be observed that the space called for by the contracts already placed occupies little more than two pages. The amount is less than \$12,000. No alarm need therefore be felt about the paper being overcrowded.

Patrons are reminded that space in PRINTERS' INK may be ordered once a month, or every other week, or every other month, or once a quarter, or upon any specified dates between now and December 31st, 1891, at current rates—**50 cents a line or \$100 a page**—provided the contract is made before the 31st of December, 1891. If a special position is called for, and granted, the charge will be 25 per cent additional.

Any person contracting now for a yearly advertisement to be inserted in PRINTERS' INK will be entitled to receive additional the full amount of his order in yearly subscriptions to PRINTERS' INK, and his subscribers will be informed of the name of the person to whom they have become indebted for the complimentary yearly subscription.

It is apparent from the above proposal that an advertiser who contracts for a page in PRINTERS' INK for 1892 at \$5,200 is entitled to 2,600 paid-up subscriptions, to be sent to any names selected by him of persons who ought to become advertising patrons of his own. If he sends names of persons who are already on the subscription list of PRINTERS' INK, a record of such will be kept, and he will be allowed to furnish additional names to be substituted.

PRINTERS' INK has had no order yet for the first, second or last pages at \$10,400, \$6,500 or \$7,800, and it does not seem likely that any one will want them at these prices, although they are really low (considering the service to be rendered); consequently, there is a probability that—as in the early days—these pages will be devoted to reading matter and—by the way—when the last page contained a good assortment of well-selected jokes every week, it was an attractive feature of PRINTERS' INK.

Does any one observe that while the group of plump birds in the foreground is growing smaller every week, the flying ones appear to be getting up higher into the air—climbing, as hunters say? They will not get out of reach, but when they are high up it is not so easy to reach them. It will still be easy to bring down one or two, but no one can then expect to bag the whole lot.

Some persons have been so smart as to assert that the flying birds are not quails. That is true! The fifty-two flying birds represent the fifty-two issues of PRINTERS' INK for 1892. They are canvas-back ducks!

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, pearl measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First Page \$300, Last Page \$150. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROBER, EDITOR.

NEW YORK, NOVEMBER 25, 1891.

For the week ending November 18, 2,415 new names were added to the mailing list of PRINTERS' INK.

SOME one has written a book on "how the other half lives." Some one else might make a point by writing about what the other half reads. That the "other half" really does have an existence and that it has a most voracious appetite for reading matter, no one so well posted on such matters as the general advertiser will deny. By the "other half" it is not intended to refer to the city slums—what they read, if, in fact, they know how to read at all, would make a separate subject of inquiry. But the newspaper advertiser, occupying as he does a position commanding a view of the reading habits of people everywhere, frequently has his attention called to a peculiar class of periodicals, which a contributor to the current issue of the *Atlantic Monthly* considers under the head of "Bucolic Reading." This writer says:

Before me lies a pile of curiously interesting periodicals, giving a glimpse into a world nearly unknown to cities, although so well "exploited" for dialect stories.

These papers are almost a new product of our feudal civilization. Their like exists nowhere else, and they are wholly American. That they flourish with us proves conclusively that the hard-working women to whose tastes they minister and whose needs they supply are brighter in every way than their kind in any other country.

These periodicals do not belong to the "literary" world. They are about the most obscure of printed things. Not one in a hundred readers of these lines ever saw them. Their cheap paper and type denote their humble sphere, and by their general appearance indicate the thrift and economy which are their attributes. Having already reached tens of thousands of country kitchens, they

are tireless in their efforts to extend their domain; and their premium lists are both interesting and suggestive. A Western paper offers ice-cream freezers, corsets and cheap jewelry, evidently with any eye to farm girls. An Eastern one bids for the patronage of girls in the "singing seats" by an offer of small church organs.

These periodicals are the most neighborly of visitors. No literary formally reminds that one is reading print, and not chatting over the stove or Monday's line. Their easy sociability comes of the fact that the shrewd editors allow the housewives themselves to fill much of the paper with what they call Kitchen Chats, written on the back doorstep, or, as one of them says, "sitting on the corner of the wood-box." These chats establish communication between remote sections. The farmwife in Maine writes to her paper her way of dyeing carpet rags or whitewashing her pantry. By and by a farmwife in far Oregon writes to the same journal thanking the Maine wife, and describing her own rag-mats or her way of making cheese. Unfrequently the two are thus brought into a personal and private correspondence, exchanging recipes, patterns, flower seeds, and what not. One such correspondence between a Montana claim and a New Hampshire farm is already three years old. The exchange photographs and family histories; name their cows and chickens, as well as their children, for each other. They will probably never meet, unless in a world where kitchens are no more; but in this one, at least, they are a "solid comfort" to each other.

The "Exchange Department," which is pretty sure to be a feature in all papers of this class, gives a glimpse of the true tastes of their readers. Says the *Atlantic* writer:

The Exchange Department, prominent in all these papers, is also interesting. Women raise rare hens' eggs to exchange for "rags" and carpet rags. From West Virginia comes an offer of Indian arrow points for shells from the Atlantic Coast. Pampas grasses from California can be exchanged for the back breadths of old gowns suitable for making over for children. Texas proposes cinnamon bubelets for two yards of calico, and Montana will send petrified wood and moss agates for soiled ribbons that can be dyed. Vermont offers a sure cure for rheumatism in exchange for a book on etiquette. Patterns for garments, especially children's, are an active circulating medium, as also are flower seeds and bulbs and "reading matter." "Sealdes" fly about like birds. It is certain that even our insufficient copyright law would never have been enacted had farm kitchens had a voice in the matter.

The exchange of books is a begetter of great cheer. In a secluded life anything is that lends excitement to the arrival of the mail. A "Shut-in"—that is, one confined to the house by a chronic malady—writes to the Shut-in Department, where are represented dozens like herself. She tells what she most needs to brighten her darkness, whether materials for work or reading matter. Usually she receives what she asks, for the kindly spirit and desire to do good among back doorsteps are as vital as they are beautiful. Books are not always given outright. Sometimes they are "put in circulation." Thus every reader of traveling "Middlemarch," "Jane Eyre" or "John Halifax" writes her name in it and the date of her holding as she passes it on. In time it returns to its holder enriched with many autographs, and doubtless also much spent in its graceful service.

There is almost no demand among either "Shut-ins" or the untrammelled exchange for the literary sensations of the hour. Robert Elsmere and John Ward are not sought for. Craddock seems unknown. There is not even a whisper of Henry James, Juliet Hawthorne, or Fawcett, scarcely one of Howells. It is a little singular that Ouida has almost no askers. Nobody calls for Browning, but

Whittier and Longfellow are in demand. Black, Hardy, George Meredith, are out of court. Tolstoy, Ibsen, De Maupassant, are unborn to this world. The *Atlantic*, *Harper's*, *Century*, *Scribner's*, are very much less in demand than *Peterson's*, *Godey's*, *Modern Priscilla*, *Dorcas*, *Lady's Companion*, *Park's Magazine*, *Floral Cabinet*, and the *New York Ledger*. Nobody wants the *Arena*, *Forum*, *North American Review*, but the various "Homes," "Hearth," "Firesides," and "Households," are clamored for. The Duchess, Florence Warden, Laura Jean Libbey, are in request; also Ben-Hur, and even now *The Wide, Wide World* and *The Lamplighter*. There are calls for hymn books, but none for Walt Whitman; for Talmage's sermons, but none for the Quick and the Dead.

If advertisers were to give as careful a consideration to the mediums they use as has been done in this review, in all probability there would be less money spent amiss. The great number and variety of publications now issued in this country make it possible to cover almost any particular class or locality. What is a first-class medium for one thing may prove just the opposite in the case of another. The bucolic journals—the ones that reach the farm girls from the "Montana claim to the New Hampshire farm," and contain "kitchen chats, written on the back doorstep" by the housewives themselves—reach a class of our population upon which the welfare of the country is really based. The ample advertising patronage which such journals carry may be taken as evidence that advertisers in certain lines find it profitable to address these people, although as a class they are poor.

ON Wednesday, November 18th, PRINTERS' INK had the pleasure of receiving its third yearly order for advertising from the Religious Press Association, of Philadelphia.

In December, 1889, the Religious Press Association bought a page in PRINTERS' INK for a year for \$1,000.

In December, 1890, the Religious Press Association bargained for the equivalent of a half page for forty issues for \$1,000.

This year the Religious Press Association has secured a quarter of a page one year, for which the price is \$1,300, and pays 25 per cent additional for a special position, being promised always an upper right-hand corner of a right-hand page, making a total charge of \$1,625 for a quarter of a page.

It is one of the most interesting things about PRINTERS' INK that although its rates have been doubled on the first of every year since the paper was established, yet its principal adver-

tising customers now are those who have had largest experience in the use of its columns. They buy something of the value of which they know all about.

ADVERTISERS who want to see a handsome circular, one well calculated to do the service expected of it, are advised to communicate with Percy Proctor, advertising agent, at Cincinnati, O., and obtain his pamphlet entitled "Advertising." It is doubtless intended for free distribution. Mr. Proctor does business on the right plan, and so excellent are several of his announcements that the publishers of PRINTERS' INK, in their calling as advertising agents, have decided to avail themselves of Mr. Proctor's wording in several instances, and as they necessarily have to do this without credit to him, they hope that this will be considered by him as a courteous and sufficient acknowledgment.

IT is related that the *New York Christian Advocate* annually refuses many thousands of dollars' worth of advertising business, because the advertisements offered conflict in some way with some of their established rules. They decline a financial advertisement if the interest promised is larger than eight per cent. They will not permit in a patent medicine advertisement the word cure. They have refused piano advertisements where the maker was of doubtful reputation. They decline to admit advertisements of any kind of business containing the indorsement of any Christian minister, and all advertisements in which there are very extraordinary inducements made to influence sales. All advertisers in the *Christian Advocate* must be men of reliability.

WHAT SHALL BE DONE NEXT?

DETROIT, Mich., Nov. 14, 1891.

Geo. P. Rowell & Co.:

Through courtesy of the late E. C. Allen we are receiving PRINTERS' INK regularly every week; and while we have given close attention to its pages, we have not been able to get as much information as we would like on the subject of advertising our particular line. Therefore, we ask you to give us some idea on the following questions: We want agents capable of handling our entire line, and others that can successfully sell a subscription book, circular of which is enclosed herewith. The latter class we want first. We have tried advertising in daily papers; and from the fact of not explaining fully what was wanted, the replies, although numerous, came mostly

from persons who wanted office positions, or almost anything else that would pay a good salary for very little work. We have advertised in country weeklies, and our experience has been far from satisfactory. Twelve papers published in New York State, running the "ad." from four to twelve weeks each, brought a total of two replies, which amounted to nothing. We have tried reading notices with a little better success, in point of number of replies received, but that is all. Our circular matter is attractive; and while we are a small house, with less than two years' standing, all advertising or offers have been made in good faith, and we are fully prepared to carry out any promise made. In what style shall we advertise? In what papers? Shall the nature of the business be stated? and finally, with a large number of papers, or contracts for a longer time, with a lesser number? What about advertising in papers the owners of which, being engaged in a similar business to ours, are in the habit of appropriating the best space for themselves, competing, as it were, directly with us, their "ad." against ours?

During the coming year we wish to spend about \$2,000 in advertising, but before paying out another dollar we want to be satisfied that the money is not going to be thrown away, as every dollar spent in the past has been. Anything that you can do to enlighten us will be appreciated.

Yours respectfully,
— & Co.

This advertiser has had a very common experience. Advertising does not always pay. If it did, newspaper men would get too rich, and would attempt to advertise themselves, which is generally found to be contrary to their principles. An advertiser is justified in taking every precaution, but can never know in advance that his advertising will pay. Sometimes it will; often it won't. There is only one rule, however; it is set forth in the old nursery rhyme:

If at first you don't succeed,
Try, try again.

WICKED MR. WELCH.

WESTERN NEWSPAPER UNION,
Auxiliary Publishers.
Established 1870; Geo. A. Joslyn, President and General Manager; W. H. Remington, Vice-President; W. H. Welch, Secretary; Henry C. Akin, Treasurer; A. E. Bunker, Auditor. Offices: Des Moines, Iowa; Kansas City, Mo.; Detroit, Mich.; Chicago, Ill.; Omaha, Neb.; Denver, Col.; Dallas, Tex.; Houston, Tex.; St. Louis, Mo.; New York.

OMAHA, Neb., Oct. 30, 1891.

Messrs. Geo. P. Rowell & Co., New York:

GENTLEMEN—We will furnish you with the necessary information regarding our lists of papers within ten days. And we have sent a circular to each of our patrons, asking them to furnish you with the circulation, etc. We will supply you with the names, size and publisher's name. Very truly,

GEO. A. JOSLYN, President.

If you desire to have your paper appear in

Geo. P. Rowell & Company's Newspaper Directory for 1892, please fill out the enclosed card, attach a one-cent stamp and mail it. G. P. R. & Co. have no means of ascertaining the circulation and must depend upon you for it. In the absence of this information your paper is liable to be omitted from the Directory; and if by chance they get the name and other particulars, the circulation rate will be omitted, thus depriving you among that class of advertisers who always patronize the home side of benefits that you should receive. *It is customary with those who do not furnish sworn statements on this point to claim from fifty to seventy-five per cent more than they actually have, and if you do not report a higher increase your statement will, undoubtedly, be accepted.*

The name of the paper can be secured by G. P. R. & Co. from the catalogues of the different newspaper unions, but all other information must be obtained from the publisher direct, as no newspaper union would be justified in giving it. It is important from another standpoint that you give this your attention, viz.: that papers in the West may stand on a level, as near as possible, with those in the East.

W. H. WELCH,
Advertising Manager.

N. B.—I would suggest that you mail one clean sample copy to Geo. P. Rowell & Co. at the same time you send the other information.

It is a pity that before Mr. Welch penned the paragraph set in italic he had not read the articles about truthfulness which have appeared in late issues of PRINTERS' INK. Is it customary for publishers to claim from fifty to seventy-five per cent more than they actually have? We trust not.

SOME persons who have observed the quail pictures that have recently appeared in PRINTERS' INK have been so smart as to assert that the flying birds are not quails. We know that! The fifty-two flying birds represent the fifty-two issues of PRINTERS' INK for 1892. They are canvas-back ducks!

TEXT AND SERMON.

Every successful business man advertises. It is merely a question of method. As the result of manifold experiments, one of America's greatest advertisers now devotes seventy per cent of his total appropriation to newspapers. Thus, every successful advertiser has learned to depend mainly upon the daily newspaper, gaining thereby maximum results at minimum cost. It becomes, then, a question as to which medium will best cover any given field.

The *Leader's* field includes the northern half of Ohio, and portions of Pennsylvania, New York, Indiana and Michigan. It comprises, in the main, Cuyahoga County (Cleveland) and the four tiers of counties surrounding it, including the far-famed "Western Reserve" entire. Its rich farms, its inexhaustible coal mines, its diversified manufactures, its extensive lake commerce support a thrifty population of 2,200,000, affording a prolific field for the enterprising advertiser. Cleveland in the last decade gained 101,400, or 63.3 per cent. Nine smaller cities in this field showed an average gain of 93.2 per cent. The map will show that nearly half of the circle, with Cleveland

for its center, is cut off by Lake Erie; and hence, in comparison with Cincinnati, for example, our population, our jobbing trade and the *Leader's* circulation are sometimes underestimated. The census of 1890 places Cincinnati's gain in the ten years at 16.13 per cent, and shows that Hamilton County, with its four surrounding tiers of counties (a completed circle), have a total population, less by some thousands, than the corresponding territory of its sister city on the lake.

THE "LEADER'S" CIRCULATION.

The experienced advertiser learns to choose his medium for a given field or a given purpose with rare skill, carefully weighing the quality as well as the quantity of its circulation.

The *Leader* is a thorough going, wide-awake Republican newspaper, that spares neither effort nor expense to give its readers the best attainable service. It is the leading Republican newspaper of Ohio, and influential in national affairs, as well. It is published in a field overwhelmingly Republican, and while it looks to that party for its constituency, its news service, through its own bureaus at Washington and Columbus, and an abundant special service, is so much more complete, so much more varied and widespread than that of its contemporaries, as to make the *Leader*, through some one, at least, of its editions, a welcome guest at every fireside. Its opportunity and its efforts have together given the several editions of the *Leader* a combined circulation of 100,000 copies. Its largest patrons rank the *Leader* in advertising value above all other Cleveland papers combined.

The matter printed above is a terse, well-explained advertisement, issued by Leander H. Crall, New York agent for the Cleveland *Leader*, from his office, 22 Times Building; but instead of printing it in a newspaper that advertisers read, like PRINTERS' INK, Mr. Crall publishes his communication in neat little primers, and keeps them, probably, in a nice little pile in his pleasant office.

Mr. Crall, and every newspaper man like him, should have his attention called to the following text: "Every successful business man advertises. It is merely a question of method. As the result of manifold experiments, one of America's greatest advertisers devotes seventy per cent of his total appropriation to newspapers."

MR. EINSTEIN INDIGNANT.

From Chicago Figure.

The Londoners are making merry over the predicament of the staid old *Family Herald*, one of the most conservative of conservative family papers. Its editor, in the innocence of his heart, reprinted from an American journal a joke in which one man asks another: "What caused the fire in Einstein's store? A defective flue?" the answer to which is, "No, the insurance." The editor, as is the custom among his British brethren, failed to credit the American journal with the joke. As it happened, a man named Einstein had suffered the loss of his shop in London by fire three days before the joke appeared and he promptly commenced suit against the editor for £10,000 for damaging his reputation.

THE CHICAGO COMBINATION.

A prominent Chicago editor defends the agreement which has for some time existed among Chicago newspapers not to advertise in Newspaper Directories and publications like PRINTERS' INK, as follows:

This question of advertising in publications issued by advertising agencies is one that, in the nature of the case, cannot be considered without taking into account some indirect considerations. We have been very well satisfied that our change of policy, made some years ago, under which we have refrained from any and all advertising in publications issued by advertising agents, was wise. Now, as a matter of fact, PRINTERS' INK is one of the very few publications which I have really wanted to go into. I believe that Mr. Rowell's offer of 52 pages for \$— is a very reasonable one, and that it would pay us to accept it, but it would simply destroy our relations on this question with all other advertising agents. It would be impossible for us to discriminate without wounding the sensibilities of some of our very best friends. So, after all, it comes back to the old question of whether it pays us to expend, in addition to our regular current direct work among advertisers and the work of our New York office, an amount ranging from two to three or four thousand dollars a year. We decided before that it does not pay to this extent, and I feel that it would be unwise, under existing conditions, to reverse that judgment. I wish that you would explain the matter as fully as you deem necessary to Mr. Rowell, and add an expression of my personal regret that the situation compels me to thus disappoint both him and my own very strong inclinations towards going in.

NEWSPAPERS get premiums from Empire Co., 38 Roade St., N.Y.
LETTERS For Copying. French. A. L. P. O. Box 3046, Boston.

ADDRESSES to let direct from letters. Good! J. H. GOODWIN, 1215 Broadway, N. Y.

BEATTY Organs @35 up. Catalogue Free Dan'l F. Beatty, Wash'ton, N. J.

WOOD ENGRAVING PETRI & PELS
JANES HILL ST. NEW YORK.

IF YOU WISH to advertise anything anywhere at any time write to GEO. F. ROWELL & CO., No. 10 Spruce St., New York.

A few more circulars of the
ANDERSON SHORTHAND TYPEWRITER
mailed to any address.
E. T. PIERCE, Gen. Agent, Fayette, Ohio.

The Hartford Post.
Largest Daily Paper in Connecticut and the
Best. Send postal for sample copy.

\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIATION, Columbus, O.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

I Write and Draw

for Pearlue and Dr. Pierce's medicines. F. HADSBY, Specialist in the Preparation of Advertising Matter, 822 Broadway, N. Y.

GOLDTHWAITE'S

GEOGRAPHICAL MAGAZINE.
CIRCULATION UNIVERSAL.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

HOW TO MAKE RUBBER STAMPS
Latest Improved Process. Circulars free. **BARTON MFG. CO.**, 318 Broadway, N. Y.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more.

B. H. PRING,
Manufacturers' Agent and General Broker,
196 Gravier St., New Orleans, La.
Agencies Solicited. References Furnished.

TO EVERY PERSON who will procure five cash subscriptions to **PRINTERS' INK**, we will send the paper for one year gratis and a cloth-bound copy of our "Book for Advertisers," for ten cash subscriptions, a copy of the American Newspaper Directory will be given as an additional premium. Address GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

San Francisco Call.

Established 1853.
Daily 56,750, Sunday 61,861. *The Leading Newspaper of the Pacific Coast, in Circulation, Standing, Character and Influence.*

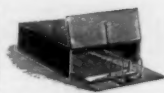
CLASS PAPERS. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

"GIT UP" SAYS AMBITION to the business man. I help people to "get a move." **ADVERTISING PLANS, &c., ADVERTISING BOOKS, &c.,** Souvenirs designed; catalogue compiled. **EXPERT,** P. O. Box 3114, New York.

AMERICAN Newspapers printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

8,807,800 Circulation.

Send for this great list of Daily Newspapers. Any 50 **Daily Papers** may be used at \$3.00 per inch per month per paper. 2400 **Daily papers** to select from, the weeklies being included free.
B. L. CRANS, 10 Spruce St., N. Y.



THE MANCHESTER FILE.

HAVE YOU SEEN IT!
Price, with wooden cabinet, express paid, \$1.25.

Be sure to send for sample or circular before you buy anything to file your letters or bills.
E. A. GODDING, Providence, R. I.

A CATALOGUE OF 4,000 PAPERS in which we own \$100,000 worth of advertising space that we wish to sell, will be sent to any address on receipt of 15 two-cent stamps. We will receive orders for advertisements to be inserted in these papers and accept from parties having fair business ratings notes coming due after the advertising has been placed and its results realized. Address **ROWELL'S NEWSPAPER ADVERTISING BUREAU, 10 Spruce St., New York.**

Dodd's Advertising Agency, Boston.
266 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

PATENT MEDICINE.

Wanted—A connection in New York City with some person able to invest from \$50,000 to \$100,000 for the purpose of conducting and extending a business in patent medicines, in connection with a trade already established on the Pacific Coast, with headquarters at Portland, Oregon. Address

SNELL, HEITSHU & WOODARD,
Care of **PRINTERS' INK, 10 Spruce St., N. Y.**

EVERY ONE IN NEED of information on the subject of advertising will do well to obtain a copy of **Book for Advertisers**, 388 pages, price one dollar. Mailed, postage paid, on receipt of price. Contains a careful compilation from the American Newspaper Directory of all the best papers and class journals; gives the circulation rating of every one, and a good deal of information about rates and other matters pertaining to the business of advertising. Address **ROWELL'S ADVERTISING BUREAU, 10 Spruce St., N. Y.**

Results Are Surprising.

Adopting our suggestion, **THE P. J. SORG CO.** painted **SPEAR HEAD** across through the northern half of Michigan, and watched the results:

Increase in sales was so surprisingly in excess of all other sections that they at once contracted with us for painting the entire northwest.

Our signs are not only well painted but are located where they'll be seen.

THE R. J. GUNNING CO.,
295 Dearborn St., Chicago.



TEACHERS

A Million
read

The American School Board Journal.
New York—Chicago.

The Christian Advocate.

CIRCULATION OVER 50,000 COPIES WEEKLY.

Represents the largest body of evangelical Christians on this continent. Its influence among the membership of the Church in every section of the country is very extensive. Its advertising columns are under most careful supervision, nothing being admissible that is in any way offensive to the most refined taste or of the character of which there is any reasonable doubt.

HUNT & EATON, Publishers, 150 Fifth Ave., New York.

PRESSWORK.

Large Runs Solicited.

Facilities 300 Reams Daily.

GIBB BROS. & MORAN,

PRINTERS,

45-51 Rose Street, New York.

COMPOSITION—ELECTROTYPING—BINDING.



The National Agricultural and Home Monthly of Greatest Guaranteed Circulation West of the Alleghenies.

===== LOWEST UNIFORM RATES =====

Space sold at the Home or New York Office, or at any Good Agency



OVERMAN WHEEL CO.,
MAKERS,

CHICOPEE FALLS, MASS.

BOSTON. WASHINGTON. DENVER. SAN FRANCISCO

A. G. SPALDING & BROS., Special Agents,
Chicago, New York and Philadelphia.

San Francisco Bulletin

Largest evening circulation in California.
High character, pure tone, family newspaper.



YOURS for Good Business
During my term,
Providing you
Advertise in

The Ladies' World

Average Circulation
Over 250,000 Copies
Per Issue (92 per cent.
Paid-in-advance) going
To Well-to-do Homes.

Get estimate from your agent or
direct from publishers, S. H. MOORE
& Co., 27 Park Place, New York.

Geo. P. Rowell & Co. are under no obligation or temptation to place the advertisements of their clients in any periodical or newspaper that is not best suited to their needs. The same mediums are seldom the best for advertising different articles. Their interest is to make the advertising of their customers pay them, that they may not only continue as such, but also be warranted in advertising more largely.



THE USUAL RESULT Of Dull, Ill-timed, Second- hand Advertising.

Granted that bright, original, judicious advertising is a "sine que non" in the race for business success, the only question is: "WHERE SHALL I GET IT?" The first, last and best answer is: "FROM THE ART LEAGUE, 133 WORLD BUILDING, NEW YORK CITY, N. Y."

Your name, address and BUSINESS on a postal will bring you full information of our methods and prices. Have you seen our novel cuts with appropriate reading matter? No! BETTER MAIL THAT POSTAL NOW.

"More Business

For the money than any of the best mediums."

Records of Results Tell the Story:

INCORPORATED MAY 24, 1898. CAPITAL STOCK \$100,000.

OFFICE OF CENTENNIAL MFG CO.,
Manufacturers and Importers of all Kinds
of Letter Copying Books, Ink, &c.

BRANCH FACTORY,
NEW YORK. 261 AND 263 DEARBORN ST.,
CHICAGO, ILL., Oct. 7, 1891.

ALLEN'S LISTS, AUGUSTA, MAINE:

"DEAR SIR—You may continue our ad. another year, in your Lists, and use the same copy that has been running. I consider your Lists the best in the world, as they have brought us more business for the amount of money than any of the best mediums we have advertised in.

"Yours truly,
"A. J. DEXTER.
"Pres't Centennial Mfg Co."

ALLEN'S LISTS,
Augusta, Maine.

BOSTON, Mass., Oct. 23rd, '91.

Publisher Agents Guide:

We mail you herewith the order for fifteen hundred lines in your paper, to be used within a year. You asked us how the "Guide" suited last season. In reply will say that, considering the advertising rate and circulation, it is one of the best mediums we have ever used. From the advertising in your September issue we have to date traced 1856 CASH ORDERS, and they are still coming in. We are doing a large coin business with your subscribers on account of this advertising.

We do not think that anybody will question your circulation after trying an advertisement in the "Agents Guide." It is one of the few mediums that pay well.

Yours with respect and esteem,
W. E. SKINNER,
325 Washington Street.

For rates address

The Publisher,
122 Nassau St., New York City.



CIRCULATION 120,000.

Advertising rates - - 50 cents a line.

"MODES AND FABRICS" is read by the better classes, and brings most gratifying returns to those who advertise in its columns.

Forms close 15th of each month. Address
Modes and Fabrics Pub. Co.,
350 PEARL ST., NEW YORK.

You can't get a well-bred horse to eat a soured, chewed-over remnant of another horse's meal. No decent animal will do it—nothing but a dunghill rooster. No more can you get progressive, intelligent farmers to read boiler-plate hash and scissored editorials. There are farm papers of the thoroughbred style, and others of the dunghill type. *The latter do all the crowing.* Now, honestly, if you were a farmer would you swallow the soured mess, like the dunghill fowl? Then don't, we pray you, be a rooster in advertising. The Rural New Yorker has been in the well-bred-horse list over 40 years. It costs you more than other farm papers—more time and goods to fill orders! See?

Remember the horse and the rooster.
You pay your money and take your choice.
THE RURAL PUBLISHING CO.,
TIMES BUILDING, NEW YORK.
(See this space the week after next.)

A New Departure!

Commencing with the splendid

THANKSGIVING NUMBER,

—THE—

NEW YORK LEDGER

Will be sold at all news-stands at

5 Cents a Copy.

ADVERTISERS SAVE MONEY

by mailing their circulars in my combination.

I am mailing daily 5,000 of my catalogues, and will enclose therewith any printed matter you may issue relative to your business at the following rates: Circulars, 6x9 inches, printed on both sides, at \$1.50 per thousand; or twice that size, at \$2.50 per thousand.

I will guarantee that no enclosure is made of a character that will clash with your interests (that is to say, the announcement of a rival firm), thus placing your goods in circular form before, on the average, of 5,000 persons daily, at a cost to you of one fifth of the postage expenditures to which you would be put under ordinary purposes. You will understand that this whole scheme resolves itself in a matter for mutual profit—that it is really a "side-show" to my own individual interests—which centre in the sale of goods, as enumerated in my circular or catalogue. Yet again, it must strike you that where my catalogue circulates there must be a certain buying section who have use for your goods, and that your announcement appeals to them at a cost of one hundred and fifty cents for postage (or \$2.50, as the case may be), what would otherwise cost you Ten Dollars. The query as to whether I actually mail your enclosure must more or less lie with your confidence in my statements.

Yet I trust my reputation and the character of the advertisers who vouch for me will disabuse your mind of any notion that I shall not carry out any and every agreement I may make with you. Should this adv't fail in its significance, I would be pleased to give you further information upon receipt of a letter requesting same. Correspondence solicited.

W. S. SIMPSON.

37 College Place, New York.

References: Mr. F. M. Lupton, New York; London Needle Co., New York; Murray Hill Pub. Co., New York; Chas. H. Fuller, Chicago, Ill.; Empire Mfg Co., New York.

SHANNON & Co.,
Printers and Stationers,
101 WASHINGTON STREET,
GREENVILLE, S. C., Nov. 9, '91.

W. D. Wilson Printing Ink Co.
(L't'd), 140 William St., N. Y.:

Gentlemen—We like your proposed method of selling ink, and will give you the benefit of one order at least. We have been dealing with another house for years, and only go to you in order to save money. Send us:

25 lbs. Raven Black.

1 " Crimson Lake.

1 " Bronze Blue.

1 " Extra Fine Gold Size.

1 " Reducing Varnish.

Ship by freight, Piedmont Air Line.

Very truly yours,

SHANNON & Co.

**CATCHY
STRIKING
STRONG EFFECTS**



**IN
BLACK
AND
WHITE**

are much sought after by the leading advertisers. They believe that frequent changes and attractive advertisements are necessary in order to get the best results from newspaper advertising.

We prepare attractive advertisements, with or without illustrations, deliver our customer the completed advertisement in the form of an electrotype and charge him in accordance with the time and talent devoted to his order.

**GEO. P. ROWELL & CO.,
NEW YORK.**

41,588,584

Circulation

In six months, July 1st to Dec. 31st, 1890, was given by our agency to the 3 1/4 inch advertisements of

**Scott's Emulsion
of Cod Liver Oil**

in Home Print country weeklies.

We believe an investigation would satisfy many advertisers that they could use the Home Print weeklies to advantage.

Our Catalogue of this class of papers, Second Edition for 1891, will be sent to any advertiser on application, and our method of work fully explained.

NELSON CHESMAN & CO.
ESTABLISHED 1874 INCORPORATED 1887
Newspaper Advertising Agents
BUSINESS OFFICE, 1127 PINE ST., ST. LOUIS.
S. W. BRANCH, Home Insurance Bldg., CHICAGO
EASTERN BRANCH, 54 Beekman St., NEW YORK.

Xmas Shoppers

Residing in Cincinnati, Ohio, and surrounding cities and towns, are influenced and guided in their purchases through the columns of

The Cincinnati Post.

Xmas Shoppers

Residing in St. Louis and surrounding cities and towns are influenced and guided in their purchases through the columns of

The St. Louis Chronicle.

Xmas Shoppers

Residing in Covington, Newport, Dayton, Belleview and Ludlow, Kentucky, are influenced and guided in their purchases through the columns of

The Kentucky Post.

Moral.

THE TIME to Advertise Holiday Goods is before the Holidays.

THE PLACE to Advertise is in papers that reach the greatest number of people.

THE PAPERS that reach the greatest number of people in their respective territory are

The Cincinnati Post,

The St. Louis Chronicle, and

The Kentucky Post.

E. T. PERRY,

86 & 87 Tribune Bldg., N. Y.,

Will furnish Rates, Sample Copies, and further information.

WHY AM I HERE?

BECAUSE the Managers of the leading Canadian publications realized that their merits, and the advantages of Canada as a market for better class American goods and proprietary articles, were not being either properly or systematically placed before the general advertisers in the United States.

BECAUSE they decided that to cover the United States field thoroughly and satisfactorily it was necessary to combine in opening a New York office, and in employing a special and confidential representative, thoroughly posted as to Canadian trade, Canadian newspapers, and Canadian topics generally.

BECAUSE it was considered that my eighteen years' experience of Canadian newspaper and advertising work, and as organizer and manager of the Canadian Pacific Railway advertising bureau, fitted me to properly represent Canadian papers of standing, and intelligently approach the best class of American advertisers.

BECAUSE Canada now deals more extensively with the United States than with any other country in the world, and because trade facilities are certain to be easier and freer in a very short time, when the advertising of United States firms will largely increase, and by good work would be directed into the leading mediums, thereby giving greater satisfaction and profit to the advertiser, and more business to the enterprising publications so represented.

BECAUSE your advertising is considered desirable by the Canadian papers likely to give you the best value for money expended, and because you can "COVER CANADA COMPLETELY FROM COAST TO COAST" more thoroughly economically and satisfactorily by using "PREFERRED CANADIAN PAPERS" than in any other way. Ask me for lists and rates.

ROY V. SOMERVILLE,

SPECIAL AGENT FOR U. S. ADVERTISING IN
"PREFERRED CANADIAN PAPERS,"

TIMES BUILDING, . . . NEW YORK.

THE TOLEDO BLADE

Best Daily in Toledo.

Take No Substitute.

If an unscrupulous advertising agent should tell you that other dailies published in Toledo have as large a circulation as **THE DAILY BLADE**, it would be a base deception. The evil of "substitution" is not confined to drug stores. Be on the alert. The average daily circulation of **THE BLADE** is now 14,267. All the other daily papers of Toledo combined is not equal in circulation to **THE BLADE**.

Circulation of **THE WEEKLY BLADE** now 118,000.

For advertising rates in either edition, address

The Blade,

TOLEDO, OHIO.

IT IS ONE THING for a publisher to *claim* a circulation of 200,000 copies per issue, and to charge a rate for advertising which *seems* low in proportion to the circulation *claimed*, and it is **QUITE ANOTHER THING** to prove to every advertiser before his bill for advertising is due, the fact that he has received the circulation for which he is to pay.

We prove to every advertiser that 200,000 of the issue containing his advertisement have been circulated before payment for the advertising is due.

Send for an estimate on your advertisement.

The Mayflower,

FLORAL PARK, N. Y.

WE REPEAT OUR INVITATION:

Advertisers in any part of the world are invited to visit Floral Park and examine our books and subscription lists. If we cannot prove a circulation of over 200,000 copies of each issue of **THE MAYFLOWER**, we will pay the total expense of the round trip, with a fair allowance for the time consumed by the person making the journey.

WOMANS HOME JOURNAL,

BOSTON, MASS.,

is one of the very best advertising mediums that can be found. We are anxious to demonstrate to advertisers the value of our columns. Our readers are liberal mail buyers, and are in the habit of looking through the advertising columns of our paper in search of bargains. Why not give us a trial. We guarantee

100,000

Copies for December,

At only 50 cents
an Agate Line.

Copy must be in
Nov. 25th.

Order direct, or through any Advertising Agency.

POTTER & POTTER, Pubs., Boston, Mass.

The Yankee Blade

A Valuable Advertising Medium

1887 Actual Circulation 30,000

1888 Actual Circulation 50,000

1889 Actual Circulation 75,000

1890 Actual Circulation 110,000

1891 Actual Circulation 130,000

1892 Probable Circulation 200,000

Present Advertising Rates, 75c. per Agate Line.

Potter & Potter, Pubs.

86 & 92 Federal St.

Boston Mass

Pre- Eminent:

Put
Them
On
Your
List

Sunday School Times.
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.
BALTIMORE.
Baltimore Baptist.
Episcopal Methodist.
Presbyterian Observer.

The Sunday School Times :

CIRCULATION over 157,500 copies weekly. More than two and three times greater than the other large circulated religious papers.

CHARACTER the best, because it alone publishes weekly the strongest money guaranty of its advertisers' trustworthiness.

COST to advertise less, proportion to circulation, than any other religious paper.

CHRISTMAS ADVERTISERS can not reach so many Christmas buyers so cheaply and easily as through THE SUNDAY SCHOOL TIMES, whose every reader is interested in the religious celebration of Christmas. Send orders now. Address

**THE RELIGIOUS PRESS ASSOCIATION,
PHILADELPHIA, PA.**

Still Kiting Over The Same Track.



In PRINTERS' INK, one year ago, we illustrated this idea of "COMFORT'S" rapid travels over the kite-shaped track, for when you start around the country from Maine, the natural course is over the kite-shaped track, and the rapid strides

of Comfort have been made over this *modern mode* of record-breaking travel.

Not only are the outskirts reached by Comfort's Million but the interior as well.

"If you put it in Comfort it pays."

Rates advance January 1st.

Space at the agencies or of THE GANNETT & MORSE CONCERN, Augusta, Maine.

New York Office—23 Park Row; W. T. PERKINS, Manager.



Over **350,000** Copies Weekly.

The Saturday Blade,

BY W. D. BOYCE.

The Chicago Ledger,

BY W. D. BOYCE.

The Chicago World,

BY B. D. ADSIT.

14 Lines It Produces \$300.⁰⁰

THE ELLIOTT TELEPHONE CO.,
MANUFACTURERS OF THE ELLIOTT TELEPHONE, UNEQUALLED FOR PRIVATE LINES,
(Dictated by L. V. E.) MOORESVILLE, Ind., Nov. 9, 1891.

W. D. BOYCE, Pub., Chicago:

DEAR SIR—Your kind favor of 6th, with letter from party in Kan., received, and please accept thanks for your kindly interest. We have forwarded him cat. clrs., &c., by this mail. As to advertising in the *Blade*, we want to say to you, the *Blade* certainly has a larger circulation than you claim for it, instead of less, as is usually the case. The one insertion of our 14-line advt. in the *Blade*, a few weeks since, has brought us already near \$300 in cash orders, with a prospect of as much more to follow yet. As we can trace about \$300 worth to the one insertion in the *Blade*, you may rest assured we will give you an order soon for more space. We would like to have the order reach you in time for the issue for Sat., Nov. 21st. We would rather deal with you direct, and pay you the commission the agent get, but Mess. Stack & Co. have treated me so nice. I presume you have the electro yet, hence will not need send another.

I assure you I appreciate the favors you have shown me, and when I read such stuff as appears in Rowell & Co.'s *PRINTERS' INK* last week about you it don't make me think any more of them nor any less of W. D. Boyce. I wish you could get \$50,000 or more out of them. I would like to be one of the jurors in a case against them. They refused to submit an estimate to me on a list of papers because I told them I had asked for same of another agency. They replied that they are not in the business to submit estimates to parties who asked for estimates of others and expected to place the order to the lowest bidder, but if I would remit \$10 they would make me an estimate (very clever, this Geo. F. Rowell & Co.) and by same mail sent me a manual, about ten pages of which were devoted to published letters from publishers everywhere to prove that they (G. P. R. & Co.) could Jew down said pub's to accept their business at lower rates than any other agency would have the cheek to offer them.

Some answered that if they had to accept adv. from others at the same rates as from R. & Co. they would starve. If a paper would not accept their offer, of course they would not put that paper on their list; hence it is plain why G. P. R. & Co. are such great hands to submit "Special Lists" for you, and yet they claim to place business to their patrons' interest.

Pardon my lengthy letter, as I didn't mean to be so tedious when I began. I will close by saying, if you wish, I will write up a good testimonial for the *Blade* as an adv. medium, and testify to same under oath if you like. The *Med. Record*, N. Y., is next best to the *Blade*, but the *Blade* beats the world as an adv. medium. Very truly yours,

L. V. ELLIOTT, Proprietor "The Elliott Telephone Co."

25% Per Cent. Increase in Advt. Rates Jan'y 1st, 1892.

ADVERTISING RATES UNTIL JANUARY 1ST, 1892.

The Saturday Blade, agate,	} \$1.50 per line, combined.
The Chicago Ledger, "	
The Chicago World, "	

THREE RULES PECULIAR TO THE BLADE AND LEDGER.

- No. 1—Any advertising contract cancelled at any time at pro-rata rates.
- No. 2—No discount for time or space.
- No. 3—Circulation PROVED each week by P. O. receipts, etc.

Apply for space to any recognized Advertising Agency, or

W. D. BOYCE, Chicago, Ill.

THE LARGE
GENERAL ADVERTISERS
WHO HAVE USED

"Golden Days"

for several years do so because

THEY KNOW A GOOD THING.

"Golden Days" is distinctively a HOME PAPER. It costs \$3.00 per year and it is bought because it is wanted, because no "baits" are used other than the high merit of the contents of its reading pages.

Such a paper is necessarily valuable as an advertising medium.

The advertiser who seeks to interest family readers in all parts of the country will not do himself justice if he neglects to look into the merits of this valuable publication.

It is not new—now in its 13th year—but for nearly eight years no advertising space was sold—always refused—until repeated efforts on the part of big advertisers to get into its pages finally had their effect with the publisher.

"GOLDEN DAYS" has always given satisfaction to those advertisers who have used it.

ANOTHER TESTIMONIAL.

THE GOLDEN SPECIFIC CO.,
185 RACE ST., CINCINNATI, O., Oct. 30, 1891. }

MR. R. A. CRAIG, *Adv. Mgr.* "Golden Days."

DEAR SIR—Our experience with advertising columns of "Golden Days" has been very satisfactory. The fact that our ad. has appeared in its columns regularly during the past five years is evidence we believe it to be an A 1 advertising medium.

Yours truly,

(Signed)

GOLDEN SPECIFIC CO.,

J. M. BOYLE, Mgr.

PLENTY MORE TESTIMONY LIKE THE ABOVE.

If you want more information before including it on your list, address

R. A. CRAIG, Advertising Manager,
121 Times Building, NEW YORK.



IT TURNS ADVERTISEMENTS INTO

CIRCULATION -

Daily-----17,500.

Sunday-----18,500.

Weekly-----16,900.

AN HONEST NEWSPAPER OF EXTRA-
ORDINARY POWER AND INFLUENCE

Completely covers its field - about
ONE THOUSAND MILES square.

S.C. BECKWITH,

Sole Agent for Foreign
Advertising,

No 509

"THE ROOKERY"
CHICAGO.

No. 48 TRIBUNE BUILDING,
NEW YORK CITY.



YEAR 1891.

JULY.	AUGUST.	SEPTEMBER.
1...47,700	1...48,716	1...48,507
2...47,418	3...48,558	2...48,143
3...50,106	4...50,270	3...48,025
4...44,963	5...50,890	4...48,245
6...47,544	6...48,745	5...48,065
7...47,076	7...49,300	7...50,000
8...48,442	8...48,537	8...47,885
9...47,642	10...48,067	9...48,100
10...47,834	11...48,212	10...48,115
11...47,713	12...48,415	11...48,000
13...48,015	13...48,962	12...47,855
14...49,209	14...48,380	14...47,955
15...51,230	15...48,487	15...48,517
16...48,845	17...49,116	16...47,340
17...48,790	18...49,070	17...47,650
18...48,162	19...49,270	18...49,135
20...49,087	20...48,809	19...50,080
21...49,187	21...49,437	21...49,942
22...48,651	22...49,195	22...48,400
23...47,932	24...49,270	23...48,007
24...48,487	25...49,010	24...48,008
25...48,436	26...49,055	25...48,753
27...48,613	27...49,040	26...48,675
28...48,082	28...49,160	28...48,600
29...48,891	29...48,390	29...49,224
30...49,095	31...48,700	30...48,000
31...49,463		
1,306,603	1,273,061	1,259,226

Making total of **3,838,890**, less deductions for
 Three Months, **52,028**; leaving balance,
3,786,862, or daily average of **47,934** papers
 SOLD.

THE CLEVELAND PRESS,

E. W. OSBORN, Manager.

To C. J. BILLSON,


Tribune Building,
 NEW YORK CITY.

P LENTEOUS
 Have been the Crops,
 PROFITABLE
 The Results,
 PROSPEROUS
 The Farmers

This year throughout Nebraska, Iowa, Kansas and the North-west generally. As a result the agricultural communities in the States named are in better financial condition to-day than last year, and no better time than the present for the

SEEDMEN and FLORISTS

to take advantage of the opportunity and present their goods to the people of the Great Northwest.

 To reach the farmers of Nebraska, Iowa and Kansas the best medium is that old, staunch, reliable, well-known paper, the

WEEKLY
OMAHA BEE

which has, perhaps, a larger percentage of steady year in and out subscribers among the farmers and horticulturists of the Northwest than any other.

CIRCULATION OVER 42,000.



In making up your list do not fail to include the OMAHA BEE.

A. FRANK RICHARDSON,

317 CHAMBER OF COMMERCE,
 CHICAGO.

13, 14 & 15 TRIBUNE BUILDING,
 NEW YORK.